

Multi Actor Committee



ABOUT SWITCH	<p>SWITCH is a Horizon Europe project funded by the EU of 4 years of duration (2023-2026) The mission: Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation. SWITCH is a driving force, reshaping how food is produced and consumed by EU citizens. The core of the project is to develop a co-creative process within 6 Food Hubs.</p> <p>The SWITCH project aims to accelerate the dietary habits of European citizens towards more sustainable and healthy models through research and innovation, drivers of knowledge development and strategic insights for all the actors involved in this mission.</p> <p>In practice, the SWITCH project encourages EU citizens to adopt sustainable and healthy diets by changing food production and consumption. The project uses the Food Hubs to engage local communities and stakeholders to develop innovative solutions.</p>
WHAT IS MAC	<p>The Multi Actor Committee is a group of experienced professionals who provide advisory support for the SWITCH project, without being directly involved in its internal management. This external positioning enables its members to operate in a non-binding, consultative capacity, providing strategic advice and serving as a valuable resource for senior management.</p>
WHAT'S ITS PURPOSE	<p>The MAC will be composed of 30 to 50 members with different backgrounds that will support the project activities, with fruitful advice to complement the consortium's business, technical and innovation insight in relevant fields of SWITCH, spreading the impact of the project and amplifying the adoption of</p>

	sustainable dietary behaviors and fostering tangible, long-lasting change.
ROLES AND RESPONSABILITIES	<p>The MAC works as an advisory body, offering feedback to refine the project's activities, communication, and dissemination strategies.</p> <p>The consultation will take place in two flexible formats to ensure a dynamic and responsive process.</p> <p>The first involves a General Committee composed of the 7 SWITCH's stakeholders (one per category) with representation from all SWITCH hubs (Italy, Spain, Sweden, Germany, and France).</p> <p>The second is an Issue-specific Committee, where one stakeholder from each category is consulted based on the topic at hand, ideally including hub representation. The committee is composed of 7-10 people.</p>
EFFORTS	<p>The MAC will be divided into smaller groups of 7-10 stakeholders, each of which will meet once during the entire duration of the project. These meetings will be held online and will last no more than 1.5 hours. During each meeting, the project's progress and upcoming activities will be presented, allowing members to assess the project's efficiency and alignment with its intended impact.</p> <p>The project coordinator or a representative from the Consortium will facilitate the meetings.</p>
ELIGIBILITY CRITERIA	<p>Sign up on this link until full capacity: https://docs.google.com/forms/d/19D_076-ip1NXOcAX4CBfly-OgDsfgWHfCDeVA7zTajE/edi</p> <p>Stakeholders within the following categories are eligible:</p> <ul style="list-style-type: none"> - Policy makers: SWITCH provides open science tools and policy recommendations to help authorities translate scientific evidence into accessible, food-based dietary guidelines at all levels of governance. - Food service actors: Caterers, chefs, and restaurants are key to shifting consumer habits through sustainable and healthy menu options, supported by digital tools and resources from SWITCH.

	<ul style="list-style-type: none"> - Food providers: Farmers, fishers, and food producers are actively involved in SWITCH's multi-stakeholder analysis and experimentation to drive food system transformation. - Educators: From schools to universities, educators are targeted to foster future generations' understanding of food systems through interdisciplinary learning and engagement. - Media & journalists: Recognized as powerful influencers, media and journalists are engaged and trained to effectively communicate SWITCH's goals and amplify public understanding. - Nutritionists and health professionals: These actors support the development and dissemination of dietary recommendations, promoting healthier eating and gathering evidence on health outcomes. - Citizens and the general public: SWITCH places citizens at the center, engaging diverse groups through tailored tools and participatory experiences to empower informed food choices.
COSTS	Participation is free, and all meetings will be conducted online.
PRIVACY POLICY	https://switchdiet.eu/project-privacy-policy/
CONTACTS	switch@futurefoodinstitute.org